

## ORDER



**Orders**  
**Order / Rev:** 712151  
**Alt Order #:**  
**Product Desc:** Robinson/Dillon GBO  
**Estimate:** 1537  
**Flight Dates:** 10/15/12 - 11/10/12  
**Original Date / Rev:** 09/07/12 / 09/07/12  
**Order Type:** Political

**WFMY-TV**  
**Primary AE:** Bill Lancaster  
**Sales Office:** WFMY  
**Sales Region:** LOC

**Agency**  
**Name:** Specialized Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 741 Kenilworth Ave Ste 204  
 Charlotte, NC 28204

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Robinson-Dillion/ NC Court of Appeals  
**Demographic:** A25-54  
**Product Codes:** PL-Judicial  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:30:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	12	\$5,700.00	\$4,845.00
10/29/12	11/05/12	11	\$4,495.00	\$3,820.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	12	\$5,700.00	\$4,845.00	0.00
November 2012	11	\$4,495.00	\$3,820.75	0.00
<b>Totals</b>	<b>23</b>	<b>\$10,195.00</b>	<b>\$8,665.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Bill Lancaster			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WFMY	11/05/12	11/05/12	CBS This Morning CBS This Morning	CM	8-10a	M-----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----		1			\$100.00		0.00				
N 2	WFMY	11/05/12	11/05/12	530-6p Andy Griffith 530-6p Andy Griffith	CM	530-6p	M-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----		1			\$350.00		0.00				
N 3	WFMY	10/22/12	11/02/12	530-6p Andy Griffith 530-6p Andy Griffith	CM	530-6p	MTWTF--	:30	2	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--		2			\$350.00		0.00				
Week:		10/29/12	11/04/12	MTWTF--		2			\$350.00		0.00				
N 4	WFMY	10/16/12	10/19/12	530-6p Andy Griffith 530-6p Andy Griffith	CM	530-6p	-TWTF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-TWTF--		2			\$350.00		0.00				
N 5	WFMY	10/16/12	10/19/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	-TWTF--	:30	2	\$325.00	P-1	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-TWTF--		2			\$325.00		0.00				
N 6	WFMY	10/22/12	11/02/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	MTWTF--	:30	2	\$325.00	P-1	0.00	NM	4	\$1,300.00

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Advertiser: Robinson-Dillion/ NC Court of Appeals  
Product Desc: Robinson/Dillon GBO  
Estimate: 1537

**WFMY-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WFMY	10/22/12	11/02/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	MTWTF--	:30	2	\$325.00	P-1	0.00	NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		2				\$325.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--		2				\$325.00		0.00			
N 7	WFMY	11/05/12	11/05/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	M-----	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$325.00		0.00			
N 8	WFMY	10/16/12	10/19/12	News 2 at 6 News 2 at 6	CM	6-630p	-TWTF--	:30	2	\$750.00	P-1	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		2				\$750.00		0.00			
N 9	WFMY	10/22/12	11/02/12	News 2 at 6 News 2 at 6	CM	6-630p	MTWTF--	:30	2	\$750.00	P-1	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		2				\$750.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--		2				\$750.00		0.00			
N 10	WFMY	11/05/12	11/05/12	News 2 at 6 News 2 at 6	CM	6-630p	M-----	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$750.00		0.00			
N 11	WFMY	11/05/12	11/05/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	M-----	:30	1	\$120.00	P-2	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$120.00		0.00			
													Totals	23	\$10,195.00